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(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
1 April 2004 (01.04.2004)

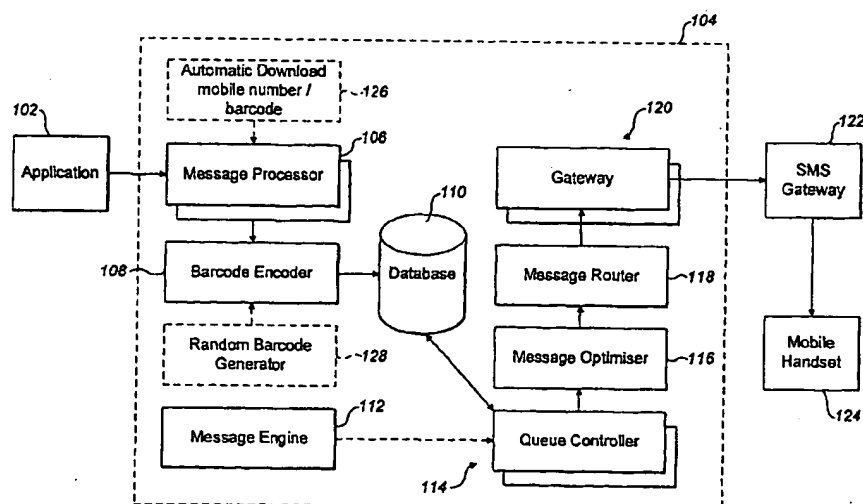
PCT

(10) International Publication Number
WO 2004/027662 A1

- (51) International Patent Classification⁷: G06F 17/60
- (21) International Application Number:
PCT/GB2003/004131
- (22) International Filing Date:
17 September 2003 (17.09.2003)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
0221544.0 17 September 2002 (17.09.2002) GB
0310692.9 9 May 2003 (09.05.2003) GB
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- (81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CII, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PI, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).
- Published:
— with international search report
— before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

[Continued on next page]

(54) Title: OPTIMISED MESSAGES CONTAINING BARCODE INFORMATION FOR MOBILE RECEIVING DEVICE



(57) **Abstract:** A system for delivering coupons containing barcodes to a mobile device such as a mobile phone is disclosed. A message processor means (106) generates message data comprising a coupon. A message optimiser means (116) generates an optimised message responsive to the message data and the capabilities of the mobile device (124). Preferably the capabilities of the mobile device comprise device attribute associated with a mobile device type, and are stored in a database means (110). The optimised message is transmitted to the mobile device. For basic mobile devices, simple text message including barcode number and associated text will be delivered. Otherwise, subject to the mobile device supporting the required display dimensions and colour depth, a barcode image, picture, and/or multimedia content will be delivered.

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